

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, AUGUST 18, 2005
7:30 p.m.

CALL TO ORDER AND ROLL CALL

Chairman Kelly called the meeting called to order at 7:32 p.m.

Present: Commission Members Abrate, Dahlberg, Lindsey, Parker, Schmitz, Stieg and Wetzork

Absent: None

Vacancy: One

Staff: Bruce Knopf, Rosemary Valeska

MINUTES

1. Minutes of the Regular Meeting of June 16, 2005

Moved (Schmitz), seconded and unanimous (with abstention by Kelly) to approve the minutes of the Regular Meeting of June 16, 2005 as submitted.

CONSENT CALENDAR

ORAL COMMUNICATIONS - PUBLIC

UNFINISHED BUSINESS

NEW BUSINESS

2. Alameda Theater Update

Mr. Knopf reported on the following project milestones:

- i The submittal deadline for the Historic Theater rehabilitation general contractor RFQ is September 8.
- i The theater owner took possession of the City's check in the amount of \$1.5 million – only the final price is now at issue between the City and the owner.
- i The approval of plans and specifications for the Historic Theater rehabilitation is scheduled for October 4.

- i The award of contract for the design/build parking garage is also scheduled for this fall.

Commission Member comments:

- i Commission Member Parker commended Leslie Little and staff for constructing a contract that the City can live well with no matter what happens to the project – every one of the major concerns that she had 2-1/2 years ago have been addressed.
- i Commission Member Stieg stated that she hoped the public educational campaign regarding the project would continue and that part of the education process should include how delays can result in higher bids. Any significant delays will raise costs and jeopardize the project.
- i Commission Member Schmitz stated that the City needs to clearly restate the project benefits – we need to make the case why this project is valuable and beneficial to the community.
- i Chairman Kelly stated that the theater project, more than the streetscape and library, is the “marquee” project for this town. City staff should regularly publish exactly what is going on to keep the momentum going. The City needs to be more overt about promoting this project as part of rumor control.
- i Commission Member Wetzork stated that the theater/garage project is an excellent economic/redevelopment tool for the entire city. He also stated that he had attended two of the recent staff presentations made to local service clubs and real estate groups, and that these presentations should be brought out to the general public. When the City arranged a field trip to the theater project in Downtown Lodi a few years ago, the operator emphasized that multiple screens are needed for an economically viable project.
- i Commission Member Parker stated that the idea for the project did not come from the EDC or Council – it came out of the 1999 Downtown Vision process. The public’s number one priority was the rehabilitation of the Alameda Theater, and the only economically viable way to do it was in connection with a multi-screen project. We have dollars from redevelopment funds, not the General Fund. The EDC helped citizens focus on what they wanted to do.
- i Commission Member Abrate suggested giving tours of the historic theater, setting up a live cam for the theater project on the City website like the Library project live cam, and taking out a full page ad in the Journal with a progress report.

This report was provided for EDC information only; not action was requested.

3. Recommendation to Establish an EDC Subcommittee for Guiding the Update of the 2000 Economic Development Strategic Plan

Mr. Knopf recapped the staff report. Moved (Stieg), seconded and unanimous that the subcommittee be established, either with volunteers or by Chair appointment, and that the membership of the subcommittee be determined at the next meeting. Commission Member Wetzork went on record as volunteering for this subcommittee.

4. Nomination of Officers for 2005-06

Moved (Stieg) and seconded to nominate Commission Member Schmitz for Chair. Moved (Lindsey) and seconded to nominate Chairman Kelly for Chair. Moved (Parker) and seconded that the runner-up for Chair be named the Vice Chair. Motion passed with one "No" vote (Wetzork). Moved (Stieg) and seconded that the nominations be closed. Chairman Kelly stated that additional nominations could still be made from the floor at the September meeting.

REPORTS

5. Oral Report: Commission Member Parker: EDC Liaison to the Transportation Commission

Commission Member Parker stated that no Transportation Commission meeting was scheduled this month. Work is ongoing with the transportation task forces for the pedestrian, bicycle and major transportation plans. Report accepted.

WRITTEN COMMUNICATIONS

6. Quarterly Report to track progress in Implementation Program for the Key Activities of the Economic Development Strategic Plan, the Alameda Downtown Vision and the Housing Forum Recommendations
7. CPO Routings & Interdepartmental Requests for Comment
8. *CRA Redevelopment – Building Better Communities – July 2005*
9. *CRA Redevelopment – Building Better Communities – August 2005*
 - i Commission Member Parker commended retiring Library Director Susan Hardie for all her efforts on behalf of the new library project. Commission Member Abrate recommended that the EDC Chair send a letter to Susan Hardie.

- i Commission Member Schmitz stated that we should educate the public regarding eminent domain and how it works in California.

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- i In response to a question from the floor, Mr. Knopf reported that at the August 16 City Council meeting, the Mayor had appointed Marilyn Ezzy Ashcraft to fill one of the two Community-at-Large seats on the EDC that become available in September. Recruitment is still underway to fill the second Community-at-Large seat along with the Real Estate/Land Development seat vacated by Jeff Holzman this summer.
- i Commission Member Wetzork distributed a flyer from Recreation and Parks regarding the Friends of the Parks ARPD – “The Place To Be” fundraiser on Saturday, October 8, 7:00 p.m., at the Albert H. Dewitt O’Club. The event will raise money for the Friends of the Parks scholarship program to ensure that all children may participate in ARPD programs.
- i Commission Member Stieg comments:
 - Stated that she was honored to have served with Commission Members Abrate and Parker.
 - Requested that the formation of an implementation committee for the Webster Strategic Plan be agendized for the next meeting.
 - Reminded all present of the Webster Street Wine and Dine scheduled for Friday, August 19.
 - Reminded all present of the Peanut Butter Jam Festival scheduled for Saturday, September 10 and Sunday, September 11. The Festival will feature a “Neptune Beach Luau” the evening of September 10.
- i Commission Member Parker’s final remarks as an EDC Member:
 - The City is undergoing a “vitalization” and cited the following:
 - i The popularity of Concerts at the Cove
 - i All the activity on the West End
 - i The Park and Webster Streetscape Projects are nearing completion.
 - i People are congregating at the coffee shops early in the morning and late in the evening.
 - i The First Friday arts events held at venues such as the Alameda Art Center and the Frank Bette Center for the Arts have attracted crowds from 50 – 200.

- i 85,000 people attended this year's Park Street Art & Wine Faire.
 - i The new local entertainment guide proves that there are many venues for live music in Alameda.
 - i We are becoming what we always had the potential to be – a vital city.
- i Commission Member Wetzork led a round of applause for Commission Members Abrate and Parker.
- i Commission Member Abrate's final remarks as an EDC Member:
 - Recognized the efforts of Commission Member Parker along with the DSD staff that he has worked with over the past eight years.
 - Stated that he was honored to have served as EDC Chair for two years.
 - Recalled how the Trammell Crow "donnybrook" in 1999 ultimately became the catalyst for the EDSP and Downtown Vision.
 - Stated that Alameda is going through a renaissance.
 - Commended Commission Member Stieg for her for all her achievements as WABA's Executive Director.
 - Stated that the EDC now gets respect when they speak to Council. Noted that three current Councilmembers had been EDC Members.
 - "We did a good job."
- i Chairman Kelly's comments:
 - On behalf of the EDC and the citizens of Alameda, Chairman Kelly stated thanks to Commission Members Abrate and Parker for their commitment and dedication to Alameda over the last eight years and was looking forward to their continued participation as citizens.

ADJOURNMENT

Meeting was unanimously adjourned at 9:07 p.m.

Respectfully submitted,

Bruce J.M. Knopf
Redevelopment Manager

BJMK:rv